

EXHIBIT 2

LTC Summer 2002 Newsletter**Object Attachments:**

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LTC Best Practices Newsletter

Looking to the Future, Touching Lives, Committed to Excellence

Summer 2002

Volume Two

FROM TOM OLSINSKI, National Sales Director



The final lap of a long distance race...the ninth inning...the fourth quarter....all times to put out the best effort to impact the conclusion of an event. That's where we are now in LTC Quota Achievement for 2002. **Now is the time** to show what we can do in LTC; lead the way in results with the strongest sales we can accomplish. Remember: we are not delivering messages like Western Union, we are **creating action** that changes the prescribing of the customer for the good of the resident.

This is a simple time: we **SELL oral ZYPREXA** to the targeted customers who drive results. We have exciting new tools to help make our time even more effective through **segmentation**. The few hours a day you actually spend face to face with prescribing customers needs to be your very best positive performance. Continue to communicate your best practices and learn from each other. We want to see every District go to an achievement meeting again in 2003 for this years' results.

Thank you for all you do every day and for what you will accomplish this year. Champions sustain excellence; now is the time to create sales results from the champions in LTC! It's the fourth quarter: be your best.

Keep selling & Enjoy the journey.

FROM MIKE MURRAY, West Area Sales Director



Congratulations for another strong start in LTC for 2002. This is a year of great challenge, and once again the LTC Division has led the way in sales performance, and your positive attitude and entrepreneurial spirit continue to show. As we enter the homestretch of the selling year, it has never been more important for you to increase your focus and implement with precision the one and only thing we do right now, **SELL ZYPREXA!** We've shown great momentum versus the competition, and we are closer to passing Risperdal in LTC prescriptions than we have ever been. At the same time, we still have great opportunity to not only pass Risperdal but take the dominant position in LTC in the pharmaceutical industry.

Your focus and sense of urgency in the last four months will determine how close we get to our goals. We have extremely focused priorities and great tools to support our efforts. The basics still revolve around the 4 corners of activity, and we have to maximize the fundamentals better than ever. We also have the new brand strategy and segmentation to become more precise on each and every sales call; approaching our customers the way they want to be approached. This will ultimately enable us to create action quicker with each customer, which is what it is all about. Your 90 Day Action Plans should be focused on the customers that can return the most business in the last months of the selling year. Set your goals, know your project sells needed to reach those goals, and keep score vs. the competition. This will enable you and our entire Division to finish on the top!

I continue to be proud to be part of Lilly LTC, and I am enjoying my job as much as I ever have in working with all of you.

Accept nothing less than the best!

2002 Q1 YTD Results

Top Districts

| | | |
|---------------|-------------------------|------|
| Cleveland LTC | Mary Ann Elia | 122% |
| Florida LTC | Bob Shaw/ Cheryl James | 116% |
| Texas LTC | Rick Smith/ Tina Shegon | 115% |

Q1 Portfolio
Nation- 105%
West- 105%
East- 104%

Total Portfolio

| | | |
|--------------------------------|--------------------|------|
| Michael Amett | Wilmington | 144% |
| Donald Foy | Tallahassee | 141% |
| Sheldon Bratton & Amy Dahlgren | Chicago Metro Biad | 133% |

Zyprexa

| | | |
|--------------------------------|--------------------|------|
| Sheldon Bratton & Amy Dahlgren | Chicago Metro Biad | 158% |
| Tracy Larsen | Chicago South | 153% |
| Don Foy | Tallahassee | 150% |

Prozac Weekly

| | | | |
|---|-----------------|--------------------|-------------|
| All listed were 200% to Quota and PathFinder Award Winners) | | | |
| Ann Conneally | Cleveland East | Michele Canon | Pasadena |
| Patricia Whalon & Frank Trollo | Princeton Triad | Brian Ward | Ontario |
| Lashonda Hunter | Wichita Falls | Amanda Moynihan | Springfield |
| Alan Cohen | Los Angeles | Jane Kelly | Allentown |
| Stacey Mangano | Long Beach | Beth Cooley-Merino | Sacramento |
| Max Gild & Stephanie Fisher | Parsippany Biad | Damian Lynch | Danbury |



Best Practices Session

Congratulations to the Top Performers of **Q4**. The following representatives enjoyed two days in the **BIG APPLE** at the Grand Hyatt Hotel in vibrant New York City, New York!



Zyprexa

Cristina Rosas

Sam Patel

Tracy Larsen

Prozac Weekly

Robin Chapman

Chris Backes

Tracy Hird

Total Portfolio

Ana Hargraeve

Kimberly Thomas

Teresa Mazzarella

Tyler Lubbuck

Chicago South

Austin Indianapolis North

San Antonio North

Miami Memphis Utica

Texas LTC

Indiana LTC

Texas LTC

Florida LTC

South LTC

Pittsburgh LTC

So, what was the secret to their success?

Zyprexa

- Start with the DUR to find the opportunity

Ex: Typical, High Dose Risperdal, liquid Risperdal, combination therapy, high benzodiazepine use, etc.

- With the DUR you know what they are writing, but do you know **why?**
Make it a priority to find out!
- With the prescriber, identify one specific patient type to go after.
- Go with the prescriber to the NH to make rounds together.

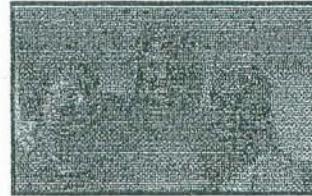
Although we don't still actively promote P. Weekly in LTC, we learned many valuable lessons which are applicable to selling Zyprexa & creating action!

Prozac

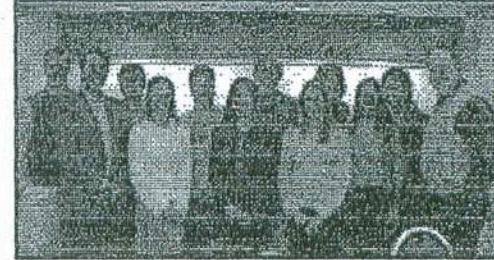
- Be in the home; work w/ treatment team, do rounds with MD/RN
- In-service staff at nurses station
- Create the list while in the home
- Utilize consultant to generate list of potential PW patients for MD
- Follow up immediately after you have gained commitment
- Audioconference w/ D.O.N. and Medical Director
- Focused roundtable discussions - have the prescribers that are helping you share their experiences with other action plan MD's

Can you apply these same best practices to Zyprexa?

Thanks to all participants for their contributions and their outstanding performance in 2001!



Tracy Larsen, Tracy Hird, and Christina Rosas in NYC.



From L to R: C. Backes, M. Murray, S. Patel, C. Rosas, T. Larsen, A. Hargraeve, R. Smith, R. Chapman, T. Hird, T. Mazzarella, K. Thomas, T. Olsinski.

Looking to the Future, Touching Lives, Committed to Excellence

Coaches Corner

featuring Rick Smith, District Manager, Texas Long Term Care



Project Selling are two words we hear a lot of these days. In all honesty though, this is what the most successful sales representatives do on a day in day out basis. In my 25 years with Lilly, there have been 3 key learnings:

1. 20% of our customers write 80% of our business. Tier 1's are the folks who will make us successful.
2. Tier 1's are influenced by frequency, a message that hits their motivators (chips) and a supportive message from key thought leaders (resource utilization).
3. FOCUS. Every time we focus or follow through to get a result (new script, upgrade, cross-taper), our business grows and we help patients.

Project Selling at its best gives us the opportunity to apply all three key learnings. It is the "Business Ownership Mentality".

"The Recipe"

1. Determine the target (Tier 1, specific NH, or specific pharmacy)
2. Quantify the opportunity with a baseline DUR. This determines the physician's usage pattern to help us understand which specific patient we should go after:
 - ❖ low dose Risperdal → multi-med patient
 - ❖ high dose Risperdal → EPS concern
 - ❖ Zyprexa 2.5mg → 5mg
 - ❖ Risperdal liquid → Zydis
3. Determining what they are using and why (chips)
4. Specific plan around frequency, message and resource utilization using Segmentation
5. No more planning – JUST DO IT
6. Follow-up and keep score with a follow up DUR. Getting a follow-up DUR will help you determine if you are making progress and if it is time to go to the next target. If you are not making progress, you must reflect on what you are doing and think about doing something different. Remember that INSANITY is doing the same thing and expecting a different result!

Let me give you a hypothetical example to sell the seller.

We have 4 months left in 2002 to make it happen and drive incremental sales in 2002. Let's say we have a project sell with Dr. Plenty of Opportunity who has 25 patients on antipsychotics (12 on Zyprexa and 13 on Risperdal). Our 90-day plan is to upgrade ½ of his Risperdal patients and get all new antipsychotic starts. Here are the scenarios if we get them early versus later.

| GET IT DONE IN SEPTEMBER | | VS | | GET IT DONE IN DECEMBER | |
|----------------------------|--------------------|--------------|--|-------------------------|--------------|
| | Risperdal Upgrades | New Patients | | Risperdal Upgrades | New Patients |
| Refills- | 6 | 5 | | 6 | 5 |
| Total- | 3 | 3 | | 0 | 0 |
| | 18 | 15 | | 6 | 5 |
| | 33 | 11 | | | |
| | x \$250 | x \$250 | | | |
| | \$8,250 | \$2,750 | | | |
| \$5,500 difference! | | | | | |

This example demonstrates the value of the annuity and the opportunity lost by not getting the script earlier in the year. Get it done early so you enjoy the benefits of refills and patients get the magic of Zyprexa. With Dr. Plenty, you may have gotten 11 new patients, but you really got 33 scripts (with refills). If we had Dr. Plenty on board in January it could have been 121 scripts just from the same 11 patients.

Let me show you a real example from Team Texas:

Tyler, Texas – Cristina Rosas

Cristina identified a physician whose patients were on peg tubes receiving liquid Risperdal.

- Cristina worked with the physician, got an order to get nurses to upgrade patients to Zydis.
- Cristina's Zydis, as a % of her business, is one of the fastest in the district and more importantly, she is outgrowing the atypicals by 75%.
- Cristina is also 117% with Zyprexa after finishing #2 in 2001.
- One doctor, one nursing home, one specific patient at a time.

What can Project Selling do for YOU? Business Ownership, Premier Rewards, and FOCUS. It can give you a sense of accomplishment by firsthand seeing the results of your efforts in your DUR's and celebrating the success in knowing you are helping patients. It can help with the work/family balance by helping you focus on opportunities that will bring the greatest results.

District Managers use project Selling as well. Tina Shegon and I have a project sell underway now in a territory that could have great impact to Team Texas' success.

- Territory has 15% of the antipsychotic opportunity within Team Texas
- Risperdal has 43% Days of Therapy share vs. Zyprexa's 31% share.
- If we could overtake Risperdal in this territory, the district would be 160% to quota in 2002.
- Productivity and resource utilization need to increase
- We have confidence in the sales representative to get it done
- This territory is getting our resources and focus to make sure it happens, and happens early so we can reap the benefits throughout 2002.
- It will happen, one doctor, one NH, and one specific patient at a time.

I would bet that in your territory you have an MD that you wish, "If only I could get Dr. X to write more Zyprexa I could help patients, help myself and help my team in 2002." Put this customer in a focused Project Sell and it WILL happen. Best of luck and good selling. **2002 – This Will Be Our Finest Hour**

Peer to Peer Solutions



In light of the recent GPP and budget challenges, the P2P team has offered solutions to help you to bring valuable programs to your customers.

- Speaker Ride-A-Longs with Local Speaker
- Focused Small Roundtables with Local Thought Leaders
- In-Services/Moderator program at all shift changes
- Psychlink/DLN at breakfast
- Increased commitment to available DTP interventions – place them in your day timers now and get them scheduled
- Non-Honorarium roundtables between Key docs – every month (same time, same place, different leader of the discussion – journal clubs)
- Tie programs to the Front End or Back End of Business Meetings at Nursing Homes, Group Homes, CMHC's, etc.
- Early Dinner programs near the MD's office (5pm – finish by 7pm)

Be Solutions-Oriented

Stay Positive

Superior Planning of Targeted Programs with Specific MD's

Looking to the Future, Touching Lives, Committed to Excellence

Q4 2001 Director Diamond Awards

This Quarterly award recognizes those with excellent implementation around the 4 Corners leading to sales results!

Congratulations to the Q4 2001 Winners:



East- Tricia Lukomski & Andrew Bower

West- Cliff Bizzell

Quota Trips

Congratulations to each and every district in LTC; you all earned fabulous trips from your sales results in 2001!

Here's to another year of hard work & well-deserved achievement trips!

East Area

West Area

Florida LTC

Texas LTC

Chicago LTC

Indianapolis LTC

New York LTC

Boston LTC

Pittsburgh LTC

Cleveland LTC

Northwest LTC

Philadelphia LTC

St Louis LTC

Southeast LTC

Washington DC, LTC

Memphis LTC

Sacramento LTC

Los Angeles LTC

Bermuda

Cabo San Lucas

Las Vegas, NV

Kiawah Island, SC

Lake Tahoe, NV

Las Vegas, NV

Kiawah Island, SC

South Beach, FL

Key Biscayne, FL

Dana Point, CA

Lake Tahoe, NV

Scottsdale, AZ

Squaw Valley, NV

South Beach, FL

Scottsdale, AZ

Key West, FL

Key Largo, FL

Key West, FL

Moving Up

Several of our LTC colleagues moved on to new roles during the last quarter. **Congratulations!!!**

Chris Backes

SPP Marketing Associate

Jessica Waguespack

Sigma Area Trainer

B2B Update-

We have developed a CME training tool applicable to nursing home caregivers on "Managing Behavioral Emergencies". This is a topic important to all caregivers as behavioral emergencies can cause danger to caregivers and patients, create a distraction from day to day operations, and trigger significant stress for the caregivers and families. This tool addresses both non-pharmacological and pharmacological approaches and has been distributed nationally through NeighborCare, PharMerica, and ASCP members. Copies have also been made available to Integrated Health Services (a national nursing home provider). If this topic resonates with your customers - please offer to join your customer to watch the video or inservice and continue to deliver the "answers that matter" - Your LTC B2B Team,

Becki Morison, Steve Hord, Matt Zickmund, Paul Titus, Jack Campbell

What is Segmentation?

The division of customers into groups (segments) that: (1) have common needs/wants/preferences and (2) will respond similarly to a specific marketing strategy.

We need to modify our strategy to better meet the needs of a particular segment. What's in it for them? Let's take a closer look. The following are examples of how one may communicate the benefits of a patient being on Zyprexa 5mg versus settling with 2.5mg...

HIGH FLYER

...to maximize patient outcomes, to get the patient to the highest possible level of functioning.

SKEPTICAL EXPERIMENTER

...try it for yourself, doctor. You tell me where you see the best clinical outcomes. I would love to get your feedback.

RULE BOUND

...because 5mg was shown to be the most efficacious and safe dose within our clinical trials. It is the standard of care accepted by geriatric psychiatrists around the country.

SELECTIVE MAJORITY

...because it is simple. 5mg at 5pm. Easy to dose for the staff, easy to remember for you.

THE LIMITLESS TEAM
GO Beyond!





Just Do It



Congratulations to Everyone!

| | | | |
|--------------------------|---|-----------------------------|--|
| East Team | Sharing segmentation ideas from roll-out at June district meeting Sales growth to #1 in East and overall in Q1 2002 | Philadelphia Team | Coaching to impact the district's ability to create action Maximized resource with T1 customer Analyzed huge DUR to develop advanced targeting tool Outstanding implementation of the first district conf. call Exceeding expectations on 1st field ride in new district Outstanding routing, targeting & analysis in new territory Proactive NCS account driven priorities P2P with Quality, Speed and Value P2P Implementation |
| West Team | Segmentation across LTC- voted MVP of East Area Meeting Implementation of Creating Action Workshop at June Meeting | Pittsburgh Team | Project selling vs benzodiazepines; shared learning w/ team Coverage of sales territory while also facilitating ID schools Nursing home rounds resulting in creating action |
| Chicago Team | Group Home Preceptorship Coordination Development of Business Plan Template Developed Pre-call Planning Worksheet | Washington D.C. Team | Best practice sharing & communication with peers for Q2. |
| Cleveland Team | ICP Zyprexa performance as new #1 AP SOM on DUR Segmentation to create action on 6 calls during field visit. Detroit Medical Arts Zyprexa dose optimization program. Project Sell at MORC with V. Angelini to impact Zyprexa sales. ICP Zyprexa performance as new #1 AP SOM on DUR Omnicare of Perrysburg dose optimization program. NCS project selling with Drs. Goldman/ Zedar. NCS project selling with Drs. Goldman/ Zedar. NCS project sell that resulted in \$300,000 Zydis purchase. NCS project sell that resulted in \$300,000 Zydis purchase. NCS project selling with Drs. Goldman/ Zedar. | Florida Team | Achieving "Mission Impossible": a NH list from Pharmerica Achieving "Mission Impossible": a NH list from Pharmerica Project Sell: Grew Account 319% from Q4 '01 to Q1 '02 100% District PAC Participation & Strong Involvement in Florida legislative action team |
| Indianapolis Team | Pz Weekly project sell resulting in 285% increase (\$15,300) Pz Weekly project sell resulting in 256% increase (\$9800) 100% DUR Attainment within 1st 5 months in the field Pz Weekly project sell resulting in 170% increase (\$9200) Initiation & implementation of Ohio Med Dir Assoc. Meeting "Creating Action Dinner" resulting in 12 new Zyprexa patients | Los Angeles Team | Tina Gillen June District Meeting MVP |
| New England Team | The perfect field day DUR Attainment Excellent creating action during a call Partnering with Pharmerica MVP of June District Meeting MVP of June District Meeting DON challenge for Zyprexa conversions | Northwest Team | Jeff Nowlin Rich Clubine Excellent Pres. at Dist. Meeting: "How to work a Nursing Home" Prozac Weekly Champion Role |
| New York Team | Fine attention to details to save LTC NY over \$1000 Above the call of Duty w/ Dr. Glazer for his dinner program Above line attitude to Secure \$10,000 P. Weekly at HH Motivating Oceanside Triad w/ Zyp Q3 Award Perqs pgm. Zy. SOM reversal w/ Risp at Metro. Jewish (70%Z/30%R) Finding Huge MRDD mkt. th RPH MIQ and taking <u>action</u> Finding Huge MRDD mkt. th RPH MIQ and taking <u>action</u> Securing Park Ave. Education symp - 1 yr in the making Realizing she doesn't need Din Shah to be successful Whipping the Reinstein opportunity into an ACTION PLAN Creating business opportunity for ChemRx | Sacramento Team | Jaye Ramirez Bryan Zappulla Beth Cooley-Merino Tremell Turner Maggie Bolton Prozac Weekly Project Sell at a Neighborcare Account Prozac Weekly Project Sell at Neighborcare & Owens Prozac Weekly Project Sell at a Neighborcare Account For his efforts as Prozac Weekly product champion Provided coverage to open territory in addition to her own |
| | | Southeast Team | Jake McDowell. Shelly Norton "Walk With" (rounding) idea with a Tier 1 customer/Quarter Understanding Customer Needs with important MD/NP group |
| | | Texas Team | Christina Rosas Robin Chapman Setting the hurdle for resource utilization & productivity Project selling with Zydis, having the highest penetration of Zydis in the district and for her productivity/resource utilization leadership |

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STP - Creating Action Intervention (Neuro LTC)

Answers To

Type Disease State Here**Best Practice Description:** Acute Crisis Intervention**Situation:**

Increase market share of Zyprexa by focusing on the implementation of Zydis.

Task/Action:

In the territory, most SNF's are below census. These facilities have contacted my largest Tier 1 Consulting Psychiatrist asked for his recommendations on how to eliminate some possible hospital admissions. One suggestion he gave was to administer 5 to 10mg of Zyprexa Zydis for the highly aggressive and agitated resident that is experiencing acute breakaway symptoms. The Doctor uses the somnolence to his advantage and feels very comfortable taking the dose higher because of the safety profile. The action was for me to get this Doctor to share his success with his colleagues and have them implement this practice by having Zyprexa Zydis provided in the emergency kits at their respective SNF's. We were able to accomplish this by completing a round table discussion with a practice which included 4 Doctors that are Medical Directors for six facilities in the territory.

Results:

Six facilities have two 5mg Zyprexa Zydis located in their emergency kits. The best result: this practice has resulted in zero hospital admissions.

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Dennis Neuman Jr

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